

The 4 Main Citizen Action Strategies

The 4 main citizen action strategies are as follows:

1. Community organizing

- usually long-term and grassroots
- issues come from community (the self-interests of the people in the community)
- action-oriented
- uses confrontation and negotiation tactics (fight, win, fight, negotiate, win, lose, fight, win)
- staff exist to organize people
- builds power through the involvement and empowerment of members of the community
- builds organizations that are democratically controlled by the members of the community
- builds organizations that have capacity based on the involvement of people
- for example, organizing around consumer issues; organizing around identity (race, gender, sexual orientation); organizing unions

2. Advocacy

- usually is short-term
- issues come from public policy agenda
- results-oriented
- use education, confrontation, and negotiation tactics
- staff represent the interests of those affected, provide information and educate
- for example, release of position papers, lobbying, lawsuits

3. Service Delivery

- usually short-term
- service needs come from community needs assessments and planned objectives
- process and outcome oriented
- cooperation with authorities
- staff provide services
- for example, delivery of social services, youth programs, service clubs
- sometimes aimed at creating alternative economy to develop the community (e.g. creating a local currency or a local barter system)

4. Community Development

- usually medium-term
- issues come from planned objectives
- process-oriented
- cooperation with authorities
- staff manage and direct projects
- for example, building community centres, parks, roads, housing developments